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AUTHOR Garman, E. Thomas
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ABSTRACT

This learning packet on American business allows the student to make decisions about what he wants to learn about American business. Upon completion of the unit of instruction these objectives should have been met: (1) to identify what American business is and why it is important; (2) to characterize the importance of the production function of American business; (3) to examime the marketing function of American business; and (4) to distinguish among the ways in which American business organizes to produce. (BP)

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LEARNING ACTIVITY PACKET

AMERICAN BUSINESS: WHAT IS IT? WHY IS IT IMPORTANT?

Every day you make decisions. "Should I get out of bed this morning?" "What clothes should I wear to school?" "What should I eat for breakfast?" "Instead of eating lunch, should I use that time to study for my test this afternoon?" "Should I spend my money this afternoon on a new record or buy some magazines?"

As you grow older, get a job, and become a voter you will be making many decisions. As a decision maker acting in the roles of a consumer, a worker, or a voter, you will be making decisions affecting business. And, business affects you too, everyday. Business made the alarm clock that awakened you this morning. Business is the supermarket that sold you or your mother that breakfast cereal. Business is people working to prepare your school lunch. Business is a record company in California sending the "Top Forty" songs to your local music shop. By your individual decisions you affect business by telling them what you want. And more!

So what is business, really? What does "production" mean? Or, "marketing?" And, how are American businesses organized? Finally, what does American business mean to you? How is it important to you? Let's find some of the answers to these questions.

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GENERAL OBJECTIVES OF THE LEARNING ACTIVITY PACKET

As you read through this "learning activity packet" you will have lots of opportunities to choose. You will make the decisions about what you want to do in learning about American Business. You choose which learning activities you want to complete and by the end of this unit of instruction you should be able:

-to identify what American Business is and why it is important to you.

-to characterize the importance of the production function of American Business.

-to examine the marketing function of American Business.

-to distinguish among the ways in which American Business organizes to produce.

LAP TOPICS AND SUBTOPICS

To give you an overview of American Business look at the outline below. The main topics and subtopics should begin to familiarize you with what you will be learning about.

AMERICAN BUSINESS AND WHY IT IS IMPORTANT

- What is business?
- Business is buying and selling
- Business is people working
- Business is trading
- Business firms together make a business system
- Why business is important

BUSINESSES SATISFY OUR WANTS THROUGH PRODUCTION

- What is production?
- What is business production?
- Workers produce too!
- Producers are specialists
- Producers "mass produce"
- Production involves three factors
- Production creates income
- Measuring production with Gross National Product

BUSINESSES MARKET GOODS AND SERVICES

- What is marketing?
- Processing
- Packaging
- Storing
- Transporting
- Advertising
- How producers market goods
- Direct marketing
- Using middlemen
- Marketing through retailers
- The importance of middlemen
- Marketing adds value

HOW AMERICAN BUSINESSES ARE ORGANIZED

- Four types of business ownership
- Sole proprietorship
- Partnership
- Corporation
- Cooperative

YOUR FIRST DECISION

To find out what American Business is and why it is important to you perhaps you would like to go to the Resource Center and read pages three through ten in the book General Business for Everyday Living. Then write your answers to these questions (3, 4, 6, 9, 13, 14 and 16) on a separate sheet of paper. Turn these into your teacher.

OR

On a form similar to the one shown below list five businesses in your community that produce goods. For each business, list one item it produces. Place a check mark (✓) in one or both of the other columns to indicate whether the item is for producers, consumers, or both.

Name of Business	Item Produced	For Producers	For Consumers
Example: Wurlitzer	Pianos	✓	✓

Hint: Try the yellow pages of the telephone book for ideas.

OR

Choose one business and visit it. Make sure that the business is one with which you are familiar, perhaps a department or other retail store. Talk to someone in charge, perhaps the store manager, and ask him questions such as these: "Where do you get the goods that you sell?" "What kinds of goods does the store sell?" "How many different kinds?" "To what kinds of people does this store sell its goods?" "How does this store help those people?"

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Write down the answers to some of the questions that you ask him. And, perhaps you can write up a short report telling what happened; turn it in to your teacher. If you have a tape recorder, take it along. The class would be very happy to hear an oral report from you about your visit to a business or listen to the tape recording.

OR

Choose one of the following types of businesses: filling station, beauty shop, barbershop, grocery store, lumberyard, or drug store. Write your choice of business at the top of a sheet of paper. Then name five other types of businesses (either manufacturing or service) which rely upon the one at the top of the page. (Pizza Villa depends upon the Falbo Company for its cheese.) Look up the actual names of those businesses in the yellow pages of the telephone book and list them too.

A T T E N T I O N S T U D E N T S ! ! !

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You are doing just great. And, as you turn these into your teacher you and he will both know that you are learning more about American Business. Remember, you don't have to do all the activities! Just the ones you want.

Now, what is "production" all about?

If you like you can read about the importance of "production" by going to the Resource Center and examining pages 14 through 21 in the book General Business for Everyday Living. Write up your answers for questions 2, 3, 4, 6, 9, 10, and 13 and turn them in to your teacher.

OR

Other readers will really enjoy looking at Life on Paradise Island. This little book is in the Resource Center too. You can read pages 40 through 47 and answer the four questions listed there. Write these on a separate sheet of paper. Since it is such an exciting book, and easy to read, you might like to read the earlier pages just for fun. Perhaps you and two or three of your friends might want to lead a class discussion about Life on Paradise Island.

OR

Select one type of product produced in your community and list all the raw materials needed to produce it. Perhaps ask your teacher for suggestions if you can't think of a product. Then ask the librarian to help you in the Resource Center. Write up a brief report.

Hint: Look in an encyclopedia for lots of good ideas.

Perhaps you would like to tell the class about your product? Or, even make up a collage? Ask your teacher for help. You and an artistic friend could probably make up something very interesting!

OR

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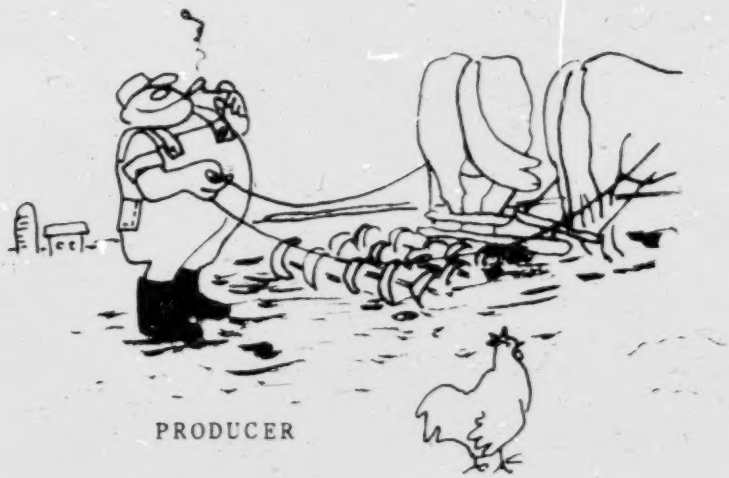
Lots of your friends are already involved in production. And, maybe you never even thought about it before. List on a separate sheet of paper ten different kinds of production being carried on in your community by people your age. For example, mowing lawns, babysitting, or collecting bottles for recycling. Turn in your list of other production activities.

FANTASTIC!!! CHOOSING WHAT YOU WOULD LIKE TO DO! AND, I'LL BET IT HAS BEEN INTERESTING HEARING ABOUT WHAT YOUR CLASSMATES HAVE BEEN DOING.



PRODUCER

WHOLESALER

RETAILER

CONSUMER

We all know what "marketing" means don't we?

Since some of the producers of goods in your community also sell them directly to people in your town perhaps you can list six producers. Turn the list in to your teacher.

Hint: Remember class discussions? Or, use the telephone book.

OR

Readers will enjoy reviewing pages 24 through 32 of the book General Business for Everyday Living in the Resource Center. Answer questions 2, 3, 5, 7, 9, 14, and 15 on a separate sheet of paper and turn them in to your teacher.

OR

Pick two articles found in each room of your home. Choose two that you probably could not have if you had to buy them directly from the original producer. (Just two from each type of room, such as bedroom, living room, kitchen, etc.) After each one explain why it would have been difficult to obtain.

OR

On a form similar to that shown below list ten business enterprises in your community. Following each one place a check mark (✓) in the appropriate column to indicate whether the business makes goods, markets goods, or does both. If it markets goods, indicate whether it is a wholesale or retail enterprise.

Name of Business	Makes Goods	Markets Goods	
		Wholesaler	Retailer
Example: Dairy Queen	✓		✓

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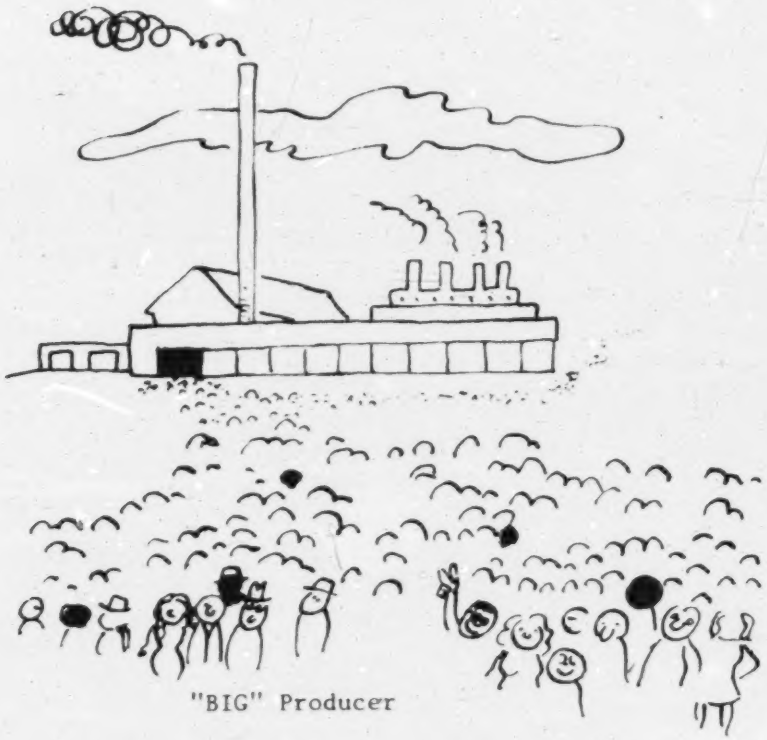
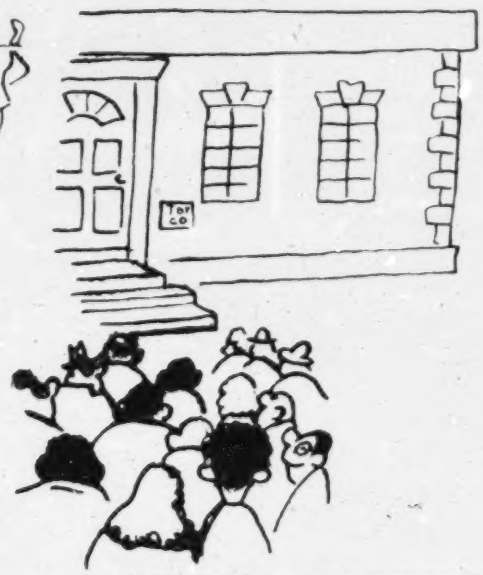
Now, we have a much better idea about what business is, what business produces, and how it markets its goods. The question that may have already come to your mind during your activities and classroom discussions is:



"BIG" Producer



"MEDIUM" Producer

"LITTLE" Producer

HOW DO BUSINESSES ORGANIZE TO PRODUCE?

"Putting it all together." Are you curious about how the people on Paradise Island organized their businesses? If so, read pages 115 through 125 and find out. Then list the names of the people discussed and tell why you liked them or you didn't. Turn this in to your teacher.

OR

Read pages 50 through 58 of General Business for Everyday Living in the Resource Center. Write up and turn in to your teacher answers to questions 1, 7, 8, 10, 12, 13, 17 and 18.

OR

List the names of ten businesses in your community in the left-hand column on a form similar to the one shown below. Following each one, indicate the kind of business it is and how it is organized; that is, as an individual proprietorship, a partnership, a corporation, or a cooperative. Be sure to find one of each type.

Name of Business	Kind of Business	Type of Organization
Example: Woolco	Department Store	Corporation

OR

Find out if there is a "consumer cooperative" in your community. Then find a couple of friends to make a committee to interview the manager or one of the officers (ask your teacher for help). Find out some of the problems connected with this type of business organization. The committee can then report to class. How about the tape recorder too?

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CONGRATULATIONS! NOW YOU ARE BEGINNING TO KNOW WHAT AMERICAN BUSINESS IS ALL ABOUT. CAN YOU ANSWER THIS QUESTION: HOW IS AMERICAN BUSINESS IMPORTANT TO YOU?

Prepared for Huntley Middle School, DeKalb, Illinois
by Dr. E. Thomas Garman, Business Education Department,
Northern Illinois University, DeKalb